

### Amendments to the Claims:

1. (Currently amended) A computer-implemented method for automating product registration ~~for one or more products purchased by a customer from a seller with one or more manufacturers of said one or more products~~, comprising:

receiving, from a seller, and via a communication network, product registration information and associated customer information at a server associated with a manufacturer; wherein:

the product registration information is associated with one or more products that are manufactured by the manufacturer, and purchased by a customer, from the seller;

the customer information is associated with the customer and is acquired

~~(a) acquiring customer information at a time the of customer purchases purchase of said one or more products;~~

~~(b) generating product registration information for a manufacturer;~~

~~(c) transmitting from said seller via a communication network to said manufacturer said product registration information;~~

generating at least one web page using said product registration information and said customer information transmitted to the server of said manufacturer to allow the customer to verify said product registration information and said customer information; and

~~(d) completing a product registration of at least one of said one or more products at said manufacturer by utilizing said product registration information thereby transmitted when the customer verifies said product registration information and said customer information.~~

2. (Cancelled)

3. (Currently amended) The computer-implemented method according to Claim 1, wherein said product registration information ~~step of generating further comprises a step of:~~

~~associating said one or more products with a sales transaction record for said customer; and~~

~~sorting said transaction record by said manufacturer for subsequent transmission of product registration information associated with said manufacturer to said manufacturer.~~

4. (Currently amended) The computer-implemented method according to Claim 1, wherein the at least one web page said completing step is generated when initiated by one of said customer uses a computer to communicate with a website associated with and said manufacturer.

5. (Currently amended) The computer-implemented method according to Claim 1, wherein said customer information includes at least one of a name, address and telephone number of ~~for~~ said customer.

Claims 6-9: Cancelled

10. (Currently amended) The computer-implemented method according to Claim 1 9, wherein: further comprising a step of:  
the at least one web page allows the customer to update at least one of updating by  
said customer information and said product registration information ~~at said website.~~

11. (Currently amended) The computer-implemented method according to Claim 1 9, wherein: further comprising a step of:  
the at least one web page allows indicating by said customer to indicate that the at  
least one product ~~of said one or more products~~ is a gift to a donee;  
~~updating by said donee said product registration information at said website; and~~  
~~completing by said donee product registration for said at least one product at said~~  
website.

12. (Currently amended) An automated telephonic ~~The method for product registration, comprising:~~

~~according to Claim 1, wherein said completing step further comprises the steps of:~~  
receiving, from a seller, and via a communication network, product registration information and associated customer information at a voice response unit server associated with a manufacturer; wherein:

the product registration information is associated with one or more products that are manufactured by the manufacturer, and purchased by a customer, from the seller; and

the customer information is associated with the customer and is acquired at a time the customer purchases said one or more products;

receiving a telephone call at the voice response unit server from the customer;  
using the voice response unit server to recite said product registration information and said customer information during the telephone call, and prompt the customer to verify said product registration information and said customer information; and

completing a product registration of said one or more products when the customer verifies said product registration information and said customer information.

~~establishing contact by said customer via said communication network with a voice response unit (“VRU”) server associated with said manufacturer;~~

~~obtaining by said VRU server a telephone number of said customer;~~

~~retrieving said product registration information of at least one of said one or more products at said manufacturer based on said telephone number thus obtained; and~~

~~communicating information by said VRU to said customer necessary for said customer to complete registration for said at least one of said one or more products.~~

13. (Currently amended) The automated telephonic method according to Claim 12, wherein said customer verifies said product registration information and said customer information by speaking.

~~step of communicating information further comprises a step of:~~

~~associating a telephone pad number key with said at least one of said one or more products of said manufacturer for transmission to said customer.~~

14. (Currently amended) The automated telephonic method according to Claim ~~12~~ 13, wherein said customer verifies said product registration information and said customer information by pressing keys on a key pad of a telephone used for the telephone call.

~~said method further comprising a step of:  
communicating said telephone pad number key by said customer to said manufacturer.~~

15. (Cancelled)

16. (Currently amended) The automated telephonic method according to Claim 12, wherein said voice response unit server automatically identifies a telephone number is automatically identified of the customer via a caller identification, and accesses said product registration information and said customer information based on the identified telephone number.

17. (Currently amended) The automated telephonic method according to Claim 12, wherein said voice response unit server receives a telephone number of the customer via the customer pressing keys on a key pad of a telephone used for the telephone call, and accesses said product registration information and said customer information based on the received telephone number.

~~telephone number is manually entered by said customer.~~

18. (Currently amended) The automated telephonic method according to Claim 12, wherein said voice response unit server receives a telephone number of the customer via the customer speaking the telephone number, and accesses said product registration information and said customer information based on the received telephone number.

~~said telephone number is manually entered or spoken by said customer to said VRU server.~~

19. (Currently amended) A computerized system for automating ~~via a communication network~~ product registration of one or more products purchased by a customer from a seller with one or more manufacturers of said one or more products, comprising:

(a) a device server associated with a seller for: (a) acquiring customer information associated with a customer at a time of purchase of one or more products by said customer, from a seller, (b) associating product registration information with said one or more products, and (c) transmitting, via a communication network, and from the seller to a server associated with a manufacturer of said one or more products, said product registration information and said customer information;

wherein the server associated with the manufacturer allows the customer to verify said product registration information and said customer information; and

the server associated with the manufacturer completes a product registration of said one or more products when the customer verifies said product registration information and said customer information.

~~accumulating product registration information relating to said one or more products purchased by said customer and for communicating via said network said product registration information to a manufacturer;~~

~~(b) a device for receiving and storing at said manufacturer said product registration information for registration completion;~~

~~(c) a device for completing said product registration of at least one of said one or more products for said manufacturer, wherein said completing is performed by said customer or said manufacturer.~~

Claims 20 and 21: (Cancelled)

22. (Currently amended) The computerized system according to Claim 19 ~~20~~, wherein said product registration information device for accumulating ~~includes a mechanism for associating said one or more products with~~ comprises a sales transaction record ~~and sorting said transaction record by said manufacturer for subsequent transmission of product registration information associated with said manufacturer to said manufacturer.~~

23. (Currently amended) The computerized system according to Claim 19 20, wherein said server associated with the seller ~~device for accumulating includes a mechanism for retrieving said customer information from a directory listing service by utilizing~~ utilizes a telephone number provided by said customer at said time of purchase to retrieve said customer information from a directory.

24. (Currently amended) The computerized system according to Claim 19 20, wherein the seller ~~said device for accumulating includes a mechanism for manually enters entering~~ said customer information at said time of purchase ~~if said customer information cannot be retrieved.~~

25. (Currently amended) The computerized system according to Claim 19, wherein the server associated with the manufacturer allows the customer to verify said product registration information and said customer information by generating at least one web page when ~~of said one or more manufacturers includes a website for said customer~~ uses a computer to communicate with a website associated with said manufacturer.

~~to logon and complete said product registration.~~

26. (Currently amended) The computerized system according to Claim 19, wherein the server associated with the manufacturer comprises a ~~at least one of said one or more manufacturers includes a voice response unit ("VRU")-server to facilitate the completion of the said customer to complete said product registration by telephone.~~

27. (Currently amended) The computerized system according to Claim 25 19, wherein said at least one web page allows ~~of said one or more manufacturers includes a mechanism for facilitating~~ said customer to update at least one of said customer information and said product registration information.

28. (Currently amended) The computerized system according to Claim 19, wherein said communication network includes at least one of: an Internet, Intranet and a telecommunication network.

29. (Currently amended) The computerized system according to Claim ~~25~~ 19, wherein said at least one web page allows said customer to indicate that the at least one product is a gift to a donee.

~~device for receiving and storing includes a mechanism for enabling a donee to complete said product registration of at least one of said one or more products for said manufacturer.~~

30. (Currently amended) The computerized system according to Claim ~~29~~ 19, wherein said at least one web page allows the donee to update at least one of said product registration information and said customer information.

~~device for completing registration includes a personal computer and a telephone.~~

31. (Currently amended) A program storage device readable by a machine, tangibly embodying a program of instructions, executable by said machine to perform a method steps for automating product registration of one or more products purchased by a customer from a seller with one or more manufacturers, the method comprising:

(a) acquiring customer information associated with a customer at a time of purchase ~~customer purchase of said~~ of one or more products by said customer, from a seller;

(b) associating ~~generating~~ product registration information with said one or more products; ~~for a manufacturer;~~

(c) transmitting, from said seller via a communication network, and from the seller to a server associated with a said manufacturer of said one or more products, said product registration information and said customer information; wherein:

the server associated with the manufacturer generates at least one web page using said product registration information and said customer information transmitted thereto to allow the customer to verify said product registration information and said customer information; and

the server associated with the manufacturer completes a product registration of said one or more products when the customer verifies said product registration information and said customer information.

~~completion of product registration of at least one of said one or more products at said manufacturer is accomplished by utilizing said product registration information thereby transmitted.~~

32. (New) The computer-implemented method according to Claim 11, wherein:

the at least one web page allows the donee to update at least one of said product registration information and said customer information.

33. (New) A computer-implemented method for automating product registration, comprising:

acquiring customer information associated with a customer at a time of purchase of one or more products by said customer, from a seller;

associating product registration information with said one or more products;

transmitting, via a communication network, and from the seller to a server associated with a manufacturer of said one or more products, said product registration information and said customer information; wherein:

the server associated with the manufacturer allows the customer to verify said product registration information and said customer information; and

the server associated with the manufacturer completes a product registration of said one or more products when the customer verifies said product registration information and said customer information.

34. (New) The computer-implemented method according to Claim 33, further comprising:

utilizing a telephone number provided by said customer at said time of purchase to retrieve said customer information from a directory.



35. (New) The computer-implemented method according to Claim 33,  
wherein:  
the seller manually enters said customer information at said time of purchase.